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Provet Annual Conference 2024



Provet Annual Meet 2024 was held in Ooty, a symphony of beauty and verdant charm, from the 10th – 13th of April. Provetians from across the country attended the event, which was quite lively.

Day 1: We kick started the day with a short jaunt from Coimbatore, enjoying the breath-taking scenery of the Queen of Hills, that continued with the Award Night, where top performers and achievers from each division were recognized for their exceptional performance in FY2024. Provetians also witnessed the charismatic and stunning dance performances by the Kovai dance team.

Day 2: It started with the Provet Pledge, followed by a lamp lighting ceremony for the launch of '**AVANTIVA**' - 'our new venture aimed to be the forerunner in the industry for progressive solutions and technologies for the advancement of health, nutrition, welfare of animal kind and thereby promote sustenance, well-being, of life'. The Strategic Thinking Session by Mr. Narendra Kumar gave valuable insights into SWOT assessment and helped teams analyze their internal strengths and weaknesses. The evening saw the team showcase their talent at the "**Provet Got Talent 3.0**" show, and the top performances were rewarded.

Day 3: The day commenced with a visit to a tea factory to witness the production of tea from farm fresh tea leaves. The team enjoyed sipping their favourite drink fresh from production, followed by a chilling boat ride at Pykara Lake. The trekking at Pine Forest, a scenic canvas of tall and magnificent trees, was a jaw-dropping adventure, and people witnessed the magical wonders overlooking the vast landscapes of the Nilgiri Hills. Day 3 concluded with a campfire and incredible singing performances by a bunch of singing enthusiasts of the team.

Day 4: The NMR Toy train ride from Ooty to Conoor was a delightful trip, and we wrapped up the day with a visit to the Madras Regiment Museum, which features life-like murals and artifacts that depict the history, stories of valour, and accomplishments arousing our patriotic spirit.

Overall, the team was charged up with a renewed outlook that will help them remain motivated all year long. The four days of stay brought in better bonds, camaraderie, and reunion with fellow colleagues.



Customer Group Meeting - Palani

Provet organized a customer group meeting on **April 27, 2024**, with **M/s. NRS Poultry Farm in Palani** at the **Hotel Amethyst on Udumalpet Road**.

Vijaykumar (DGM, South 1) and **Govindarajan (ASM, Coimbatore)** welcomed the delegates and provided an overview of the organization. The event was attended by 20 individuals, including **Mr. Ramaswamy, Managing Director of NRS Poultry Farm**. **Dr. Jayasteph, the Technical Head**, delivered a presentation on **"Summer Management in Broiler Integration."** The presentation was well-received, and the attendees actively participated, posing questions, and seeking clarification on various topics.

Provet showcased its product portfolio, emphasizing innovative formulations such as **Bamercin Plus** and **Nagronex SNB**. A dinner reception was held following the presentation, during which gifts were distributed to the participants.

The Provet team addressed all the questions and concerns raised by the attendees, and the feedback on the event was overwhelmingly positive. We extend our sincere thanks to Govindarajan for his invaluable contributions to the successful execution of the program.



Customer Group Meeting - Tanuku

Provet hosted a customer group meeting on April 25, 2024, at Hotel Chitturi in Tanuku, West Godavari, Andhra Pradesh, with 16–18 poultry farm owners to strengthen the relationship with key customers by providing them with valuable insights about our products and recent challenges in the poultry industry.

The meeting commenced with a warm welcome from **MVVC Sekhar (Area Sales Manager, Andhra Pradesh)**, who introduced the attendees and outlined the agenda for the day.



T. Vanitha (Marketing Manager) provided a brief overview of the company, highlighting its commitment to innovation and excellence in the poultry industry.

Dr. Ravisudhakar (Area Technical Manager) delivered the technical presentation on “**Respiratory Diseases and NAGP’s**”. The presentation covered key insights and practical tips for poultry farmers and received positive feedback from the audience.

The company showcased its latest products and solutions, including **Bambercin Plus, Nagronex SNB, Immulator, Profect – N** emphasizing their benefits and applications in poultry farming. Attendees were encouraged to ask questions and explore the product displays.

Following the presentation, a dinner was served, fostering a relaxed and engaging atmosphere. To ensure continuous improvement, feedback was collected from attendees. The responses were overwhelmingly positive, with attendees expressing interest in future meetings and additional technical presentations.

Customer Group Meeting - Nashik

Poultry being our integral animal healthcare division, and to extend our support to the poultry industry customers, we had conducted a technical workshop on the topic “**Summer Management and Current Challenges**” at the onset of the summer season on **March 20, 2024, at Anand Resort, Nashik, Maharashtra**. The occasion was graced by **Mr. Arun Govindrao Pawar (Founder)** and **Mr. Vaibhav Pawar (Business head) of Swapnil Agro & Poultry**. The effective way of managing heat in summers has been discussed in detail.

Dr. B. C. Dutta, a renown poultry consultant in the industry, delivered an intensive speech on the subject to benefit the farmers with sufficient technical know-how.

On behalf of Provet's team, **Dr. Umesh Bhamare (AGM, sales)** represented the event.



Black Gill Disease in Pacific White Shrimp (*Penaeus vannamei*)

-Vijay Sundar Deva G
Product Manager - Blunova
Provet Pharma Pvt Ltd.

Introduction

India is the fastest growing nation in shrimp aquaculture with natural resources like brackish water, mud flats, swamps, marshes, lagoons, backwaters, and estuaries. Black gills, black gill syndrome, black gill disease, or melanization of the gills is symptomatic of several causes of gills disease. Shrimp Black Gill Disease has been one of the most frequent shrimp farming problems and caused many deaths, especially in the late rearing period. There are infectious and non-infectious causes of black gill disease. Infectious causes include *Fusarium solani*, *Vibrios*, and *Lagenophrys*, while non-infectious causes include nutrient deficiencies and exposure to pollutants and contaminants.

Several abiotic and biotic reasons have been attributed to the black gill in shrimps. Presence of excessive levels of toxic substances such as nitrite, ammonia, heavy metals, crude oils etc. in the culture water may lead to black gill disease. These environmental factors negatively influence the sustainability of shrimp farming and directly affect to the growth rate and survival in the grow-out culture system. High organic load, heavy siltation and reducing conditions in rearing pond can also cause this disease in shrimps. Attack of certain bacterial, fungal, and protozoan pathogens can also cause black gill condition in shrimp.

Causes:

Black gills in shrimp can be caused by several things.

- Accumulation of debris in gills: This is usually associated with poor pond bottom conditions. Lack of proper preparation of the pond before stocking, large amounts of black soil, lack of aeration, irregular water change during rearing, and organic contaminants, and nutrient deficiency could trigger the disease.
- Some fungal species including *Fusarium solani*, *Aspergillus flavus*, and *A. awamori* causes disease. This disease is epizootic and can cause mass mortalities. In infected shrimp, the gills have a very dark, deep black colour.
- In the initial stages of this disease, the gills turn orange-yellow or light brown. Eventually, the gills turn darker until they are black. *Vibrio*-related diseases spread rapidly. Bacterial agents including *Vibrio harveyi* and *Photobacterium damsela* were reported to cause black gill syndrome.

Symptoms:

- Affected shrimps have gills with brown to black discoloration, in acute cases necrosis and atrophy of the gill lamellae may be apparent. The blackening is due to the deposition of melanin at sites of massive haemocyte accumulation, followed by dysfunction and destruction of whole gill processes.
- Shrimp comes to surface in spite of sufficient dissolved oxygen in the water.
- Mortality in severe cases

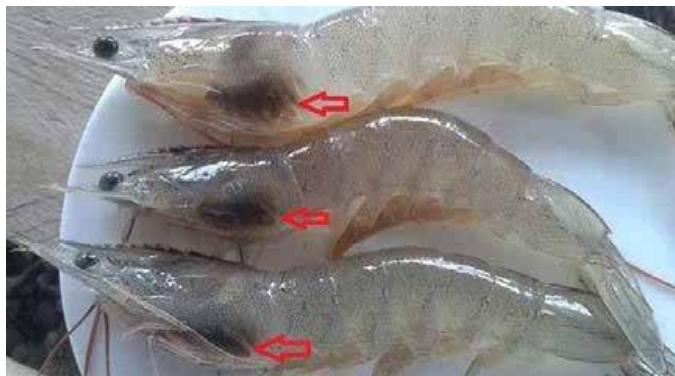


Fig. 1: Shrimps infected with Black Gill Disease



Fig. 2: Displays the symptoms of Black Gill Disease.

Prevention:

- Absolute control over feeding is very important in preventing black gill.
- Use Bacitox Plus at regular intervals with recommended dosages. This helps in reducing the organic load and toxins in the pond.
- It prevents and control the Vibrio Population and maintains healthy pond environment and also control the water colour and preventing excessive blooms during culture prevents algae crash and accumulation of organic matter in the pond.
- Provide sufficient aeration to the ponds.

Remedies:

Treatment of the black gill disease depends upon the cause of the disease.

- Preventive or corrective measure may be adopted to avoid or reduce the biotic / abiotic factors in the rearing pond to control the disease condition.
- If noticed black gill in some shrimps, suggested to change the water more often and also provide more aerators.
- Reduce feeding till water quality improves.
- Apply good quality oxygen enhancers daily till complete recovery.
- Use probiotics to clean the ponds and absorb toxic gases.
- Addition of agricultural lime (CaCO_3) according to the pH concentration is also recommended.

Save Birds and Animals



Water is the essence of life. It sustains every life. With the mercury hitting 40 degrees Celsius, the silent victims of these unprecedented summer months are the birds and animals, who find it difficult to find even a drop of water.

Let's do our bit and start with a small step. We appeal to everyone to keep water bowls in their homes or at office places, preferably in shade, to quench the thirst and help save the voiceless creatures.

What are we waiting for?





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BLU NOVA

Your Reaction Matters

Once, a daughter complained to her father that her life was miserable and that she didn't know how she was going to make it. She was tired of fighting and struggling all the time. It seemed that just as one problem was solved, another one soon followed.

Her father, a chef, took her to the kitchen. He filled three pots with water and placed each on a high fire. Once the three pots began to boil, he placed potatoes in one pot, eggs in the second pot, and ground coffee beans in the third pot.

He then let them sit and boil without saying a word to his daughter. The daughter moaned and impatiently waited, wondering what he was doing.

After twenty minutes, he turned off the burners. He took the potatoes out of the pot and placed them in a bowl. He pulled the boiled eggs out and placed them in a bowl. He then ladled the coffee out and placed it in a cup.

Turning to her, he asked. 'Daughter, what do you see?'

'Potatoes, eggs, and coffee,' she hastily replied.

'Look closer,' he said, 'and touch the potatoes.' She did and noted that they were soft. He then asked her to take an egg and break it. After pulling off the shell, she observed the hard-boiled egg. Finally, he asked her to

sip the coffee. Its rich aroma brought a smile to her face.

'Father, what does this mean?' she asked.

He then explained that the potatoes, the eggs, and the coffee beans had each faced the same adversity: the boiling water.

However, each one reacted differently.

The potato went in strong, hard, and unrelenting, but in boiling water, it became soft and weak.

The egg was fragile, with the thin outer shell protecting its liquid interior until it was put in the boiling water. Then the inside of the egg became hard.

However, the ground coffee beans were unique. After they were exposed to the boiling water, they changed the water and created something new.

'Which are you,' he asked his daughter. 'When adversity knocks on your door, how do you respond? Are you a potato, an egg, or a coffee bean?'

Dear readers,

*Which of the above
would you prefer to choose?*





Thoughts to Remember

Mean Comments

5 things to remember when you receive a mean comment from somebody



You can't please everyone, so focus those who appreciate you and your purpose. However good your task is, there will be ones who will not like it.

Often mean comments say about them than you. Their negativity reflects their own struggles and not yours.

One or a few of many comments doesn't erase your awesomeness. Remember, your strengths, your core values, and the people who love you.

You control how you respond. Don't give them the satisfaction of bringing you down. Stay positive and keep moving forward. Remember that you are amazing; let their negativity bounce off your awesomeness and focus on the good stuff.

Don't take every word to your heart. Learn to differentiate constructive criticism from random negativity.



Competition Vs Cooperation



Competition drives the wild, where survival hinges on strength and cunning. In the jungle's tangled embrace, creatures vie for resources, each clawing their way to dominance. It's a primal dance, a relentless struggle for existence.

Yet beyond the leafy canopy, in the civilized realm, a different rhythm emerges. Here, cooperation weaves the fabric of society. We build bridges, not barricades. Our shared endeavours elevate us; collective wisdom shaping our progress.

Cooperation is a symphony of hands clasped, minds entwined—ushers in the dawn of civilization. It's the handshake that builds bridges, the pact that binds nations. Together, we raise cities, compose symphonies, and chart the stars.

So let us honour both laws—the jungle's fierce contest and civilization's harmonious accord. For in this delicate balance lies our shared destiny: to thrive, not merely survive.

Empathy is....

Daniel Goleman, author of emotional intelligence, listed 'understanding others' as the first element of empathy.

Respect and understanding are feelings of admiration and esteem for others, and dignity is the belief that all humans have inherent worth and deserve basic rights and equitable treatment. Everyone faces their own set of challenges in their lives. Being considerate and having the willingness to look into others situations by having a better perspective, helps to build a good relationship with people around us.



Subtle Nuances of the English Language

Ethics vs. Morality

Ethics refers to intelligible principles of right and wrong.

Morality refers to right and wrong as a felt sense.

One is rational, explicit, and defined by one's social or professional community; the other is emotional, deep-seated, and dictated by one's conscience or God.

That's why an immoral act sounds graver than an unethical one. One may get you fired, but the other could land you in hell.

The Fine Print

The two words, once fully synonymous and existing together only because English scholars knew both Greek and Latin (ethics being Greek in origin, morality Latin), have so far divided functions that neither is superfluous. Ethics is the science of morals, and morals are the practice of ethics.

Hermit vs. Anchorite

A hermit retires from society to live alone in the wilderness.

An anchorite retires from society to live in an enclosed cell attached to a church.

One lives apart. The other is within.

Eclectic Ascetics

Hermit dwellings, or hermitages, can be as simple and remote as a cave in the desert or as developed and nearby as a detached building on monastery property.

Historically, anchorages (or anchor-holds) were attached to churches in the center of town, with the individuals dwelling within them serving as spiritual guides for the community. In the late Middle Ages, female anchorites (or anchoresses) far outnumbered male ones.

It's worth noting that during an anchorite's walling-in ceremony, a bishop or local priest would read them their funeral rites: They were to be considered "dead to the world."

**Maze
vs.
Labyrinth**

A maze has many paths and challenges you to find the exit.
A labyrinth has one path that draws you toward its center.
One is a puzzle designed to challenge and amuse.
The other is an exercise designed to calm down the mind.

Walking in Circles

Labyrinths have served a variety of ritual and religious purposes over the millennia, from traps for evil spirits to burial grounds to crucibles of personal transformation and symbols of the path to salvation. Wherever they pop up, the idea, in part, seems to be that the repetitive and uncomplicated motion of walking in spiral-like formations can bring on a relaxed, even contemplative frame of mind. Hence the labyrinth's modern therapeutic appeal.

Greek namesakes notwithstanding, there remains a meaningful difference between a forking navigational game that's riddled with dead ends and a winding hypnotic track that isn't. Mazes refer to the first kind of object; labyrinths, however, are a bit either/or.

**Parable
vs.
Fable**

A parable is a brief tale with a moral lesson.
A fable is a brief tale with a moral lesson—plus animals.

Tales That Teach

Fables personify animals to illustrate a point about human folly, as, for instance, in the fable of the tortoise and the hare. Because of their dissociation from humans, fables tend to be lighter, more ironic fare.

Parables, by contrast, feature humans and try to convey a deeper or more complex message about the human condition.

Ref: From Dictionary of Fine Distinctions
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Knowledge Hoarding; Detriments to the Workplace

It's all too common in workplaces to encounter individuals who resist sharing vital information, causing teammates to chase unnecessary tasks. Some crave power, seeking exclusive recognition, while mistrust and poor communication exacerbate the issue.

The workplace suffers greatly from these dynamics, facing numerous negative consequences due to knowledge hoarding.

Knowledge hoarding can have several negative effects on the workplace:

Reduced Productivity: When employees hoard knowledge, it creates bottlenecks in information flow. This slows down decision making processes, hinder problem-solving, and ultimately decrease productivity as team members waste time trying to access necessary information.

Poor Decision Making: Lack of access to critical knowledge can lead to uninformed decision-making. Without a complete understanding of relevant information, decisions may be flawed or suboptimal, resulting in negative outcomes for the organization.

Stifled Innovation: Knowledge hoarding inhibits collaboration and idea-sharing among team members. This stifles innovation as valuable insights and perspectives remain siloed, preventing the cross-pollination of ideas that often leads to breakthrough innovations.

Increased Conflict and Tension: Knowledge hoarding can breed resentment and distrust among team members. When individuals withhold information or expertise, it can create a sense of competition rather than cooperation, leading to interpersonal conflict and tension within the workplace.

Loss of Talent and Expertise: If employees hoard knowledge and then leave the organization, they take valuable expertise with them, creating a knowledge vacuum.

Inequitable Distribution of Resources: Knowledge hoarding may result in certain individuals or departments having disproportionate access to resources or opportunities within the organization. This can contribute to feelings of unfairness and inequity among employees, leading to morale issues and decreased engagement.

Difficulty in Succession Planning: When knowledge is concentrated in a few individuals or departments, succession planning becomes challenging. If key knowledge holders leave the organization unexpectedly, there may be a lack of qualified individuals ready to step into their roles, potentially disrupting business continuity.

Negative Organizational Culture: A culture of knowledge hoarding fosters mistrust, selfishness, and a lack of collaboration. Over time, this can erode employee morale, hinder teamwork, and impede the organization's ability to adapt and thrive in a rapidly changing environment.

Addressing knowledge hoarding requires proactive measures to promote a culture of knowledge sharing, establish effective communication channels, provide incentives for collaboration, and implement systems for capturing and disseminating critical knowledge across the organization.



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